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**ANNUAL
REPORT**

**Girl Scouts of
West Central Florida
2018-19
Board of Directors**

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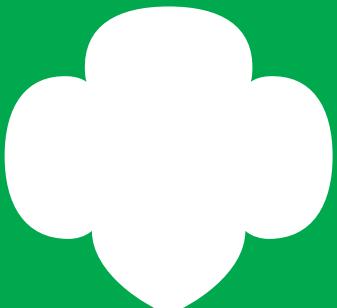
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Letter from our President & CEO

More than 19,000 girls in west central Florida will be the bold and visionary leaders our world needs. Why? Because they have the Girl Scout advantage. With it, they stand out as self-starters, brain-stormers, challenge-seekers, and change-makers in our communities.

As you flip through this annual report, you will see what is possible when girls are granted access to hundreds of girl-led experiences, skill-building opportunities, and a connection to supportive adults and an inclusive community.

Girl Scouts unleashes the **G.I.R.L. (Go-getter, Innovator, Risk-taker, Leader)**™ in every girl. It prepares her for a lifetime of leadership through a one-of-a-kind program specifically for girls. It is based on confirmed results, time-tested methods, and research-backed programming to help girls take the lead in their own lives and beyond.

Before age 18, Girl Scouts are helping others in difficult times, taking action to improve their communities, traveling to other countries, designing robots, learning how to budget, and rappelling down mountains.

Imagine how their world—our world—will be impacted when they reach adulthood.

All of this is happening because of you, our wonderful supporters who understand the importance of investing in girls today. Thank you for believing in the power of every **G.I.R.L.**

Yours In Girl Scouting,



Laura Webb

Laura Webb
Council President



Kris Johnson

Kris Johnson
Interim Chief Executive Officer

Girl Scouting builds girls of courage, confidence, and character, who make the world a better place.

The Girl Scout Leadership Experience is a collection of engaging, challenging, and fun activities like earning badges, going on awesome trips, selling cookies, exploring science, getting outdoors, and doing community service projects.

Through the Girl Scout Leadership Experience, she'll get to lead her own adventure (it's her world!) and team up with other girls to choose the exciting hands-on activities that interest her most. Along the way, she'll gain important skills in four areas that form the foundation of the Girl Scout Leadership Experience:



LIFE SKILLS



STEM



OUTDOOR



ENTREPRENEURSHIP

In 2018-19 Girl Scouts of West Central Florida offered over 265 programs including:

144

**LIFE SKILLS
PROGRAMS**

45

**STEM
PROGRAMS**

63

**OUTDOOR
PROGRAMS**

13

**ENTREPRENEURSHIP
PROGRAMS**

The Girl Scout Leadership Experience is proven to help girls thrive in five key ways:



SENSE OF SELF:

Girls have confidence in themselves and their abilities, and form positive identities.



POSITIVE VALUES:

Girls act ethically, honestly, and responsibly, and show concern for others.



CHALLENGE SEEKING:

Girls learn to take appropriate risks, try things even if they might fail, and learn from mistakes.



HEALTHY RELATIONSHIPS:

Girls develop and maintain healthy relationships by communicating their feelings directly and resolving conflicts constructively.

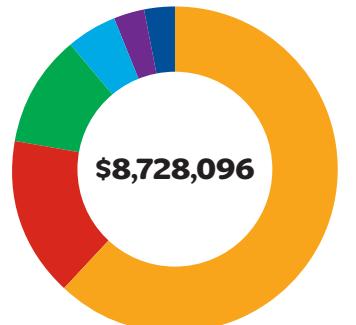


COMMUNITY PROBLEM SOLVING:

Girls desire to contribute to the world in purposeful and meaningful ways, learn how to identify problems in the community, and create "action plans" to solve them.

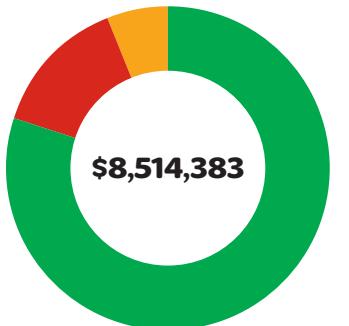


Financials



Operating Revenue

\$5,383,853	\$921,043**	\$276,719
Product sales	Program revenue	Merchandise sales
\$1,424,884*	\$446,551	\$275,046
Public support	Other revenue, gains, and losses	Special events



Operating Expenses

\$6,810,386	\$1,181,546	\$522,451
Program services	Management and general	Fundraising

* Includes: United Way, individual giving, government grants, corporations and foundation giving/grants, legacies, and bequests.

** Program, event, and camping fees.

\$258,685

in financial aid was awarded to girls who otherwise would not have the opportunity to participate in Girl Scouting.



19,167

girls participated in Girl Scouting.

13,883

girls participated in traditional troops.

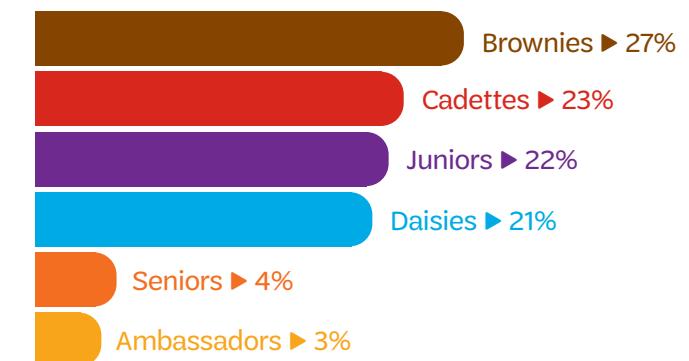
5,284

girls were served through Rising Diamonds Outreach troops.

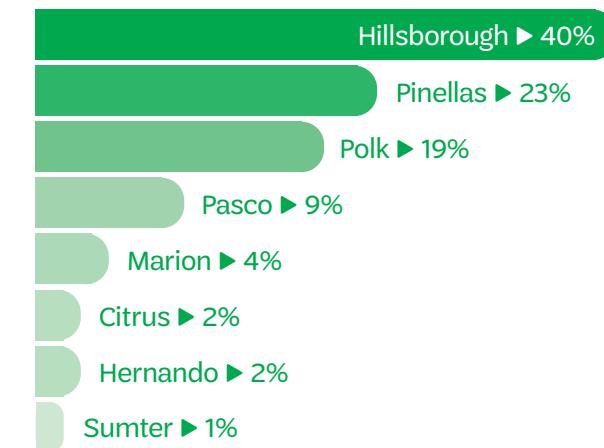
44%

of girls were brand new to Girl Scouting.

Girls Served by Grade Level



Girls Served by County



8,593

adults supported Girl Scouts.



Membership

Entrepreneurship



During the 2019
Girl Scout Cookie Program...

9,726

girls participated in
selling cookies.

2,094,254
packages of cookies were sold.

\$1,443,354
in proceeds were
earned by troops.

61,296
packages of cookies
were donated to military troops
or local community organizations.



\$105,068 in troop proceeds were earned during the
2019 Sweets & Treats Fall Product Program by
3,704 participating girls.

2. Today's Girls, Tomorrow's Entrepreneurs, Girl Scout Research Institute, 2019

Research shows that girls are actively interested in becoming entrepreneurs, developing financially stable futures, and using their skills to make an impact on the world. But there are stumbling blocks on a girl's path to entrepreneurship, including fear of failure, concerns about bringing her big idea to life, and the perception that men are more likely to be entrepreneurs than women.

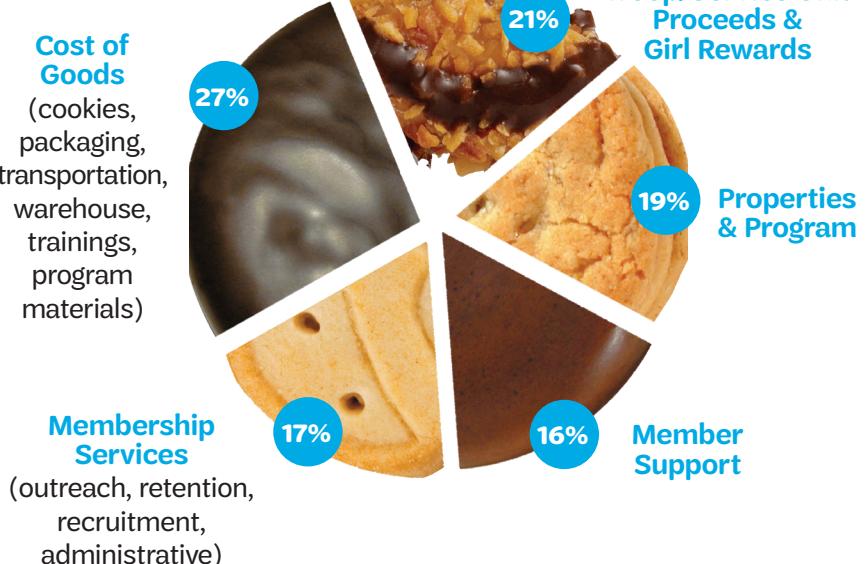
Entrepreneurship is a foundational element of the Girl Scout Leadership Experience through which girls develop the attitudes, skills, and behaviors they need to succeed in life.

91%

of Girl Scouts are
interested in being an
entrepreneur compared
to 71% of other girls.²

How the Cookie Crumbles

A breakdown of how the funds are distributed
for every package sold.



Life Skills

Whether it's by exercising and staying healthy, developing strong relationships with family and peers, advocating on behalf of others, protecting our environment, or exploring careers that can truly change the world for the better, Girl Scouts gain the skills and the inspiration to accept challenges, overcome obstacles, and take the lead.



23 girls attended Camp CEO Civic Leadership weekend

and learned about the civic ecosystem and how to move an idea into action, while connecting with local female civic leaders through a one-on-one mentoring program.



32 girls attended Camp CEO Professional Leadership weekend

and focused on personal growth and building a foundation for future career paths, while connecting with accomplished professional women through one-on-one mentoring.



71 Girls attended Career Cafe

and took part in workshops featuring resume writing, networking, personal branding, and mock interviews with Tampa Bay's business leaders.



As a young girl I struggled with social anxiety, and it was very hard for me to talk to people and put myself out there. Girl Scouts helped me to connect with others and leave my comfort zone. I was accepted and felt OK with other girls and the community.

— Annika S.,
Girl Scout Ambassador

3. Having It All, Girls and Financial Literacy
Girl Scout Research Institute, 2013

From rock climbing, to climbing the corporate ladder, Girl Scouts do it all.

90%

of girls say it is important for them to learn how to manage money.³

87%

of girls say that it is important to set financial goals.³

Outdoor

Imagine her taking on some of the biggest challenges and problems our planet faces—and helping solve them, having a career that's engaging and well paid, or teaming up with others to invent the future.

That future can be a reality, thanks to science, technology, engineering, and math (STEM).

Research shows that although girls are keenly interested in STEM and excel at it, they don't pursue it for a variety of reasons.

Through Girl Scouts, girls experience how STEM can help them make the world a better place! They become better problem-solvers, critical thinkers, and inspirational leaders, get better grades, earn scholarships, pursue more lucrative career paths, and see STEM as part of a meaningful and successful future.

Girls who grow up in a tech-supported environment are more likely to be digital leaders.¹



548
girls attended STEMapalooza 2019, our annual interactive showcase of innovation and creativity for Girl Scouts, friends, and families.

29 girls attended Camp CEO STEM Leadership weekend

and expanded their STEM confidence and competence while connecting with STEM executives through a one-on-one mentoring program in an innovative and inspirational environment.



From the backyard to the backcountry, Girl Scouts has a long and storied history of getting every girl outdoors. In fact, many Girl Scouts tell us “camping trips” are one of the best things about their Girl Scout experience. It’s true: connecting with the great outdoors in a girl-led setting is a big benefit of belonging to Girl Scouts.

Studies show that girls today are not spending nearly enough time outdoors. Technology and structured activities leave less time for girls to get outside and enjoy nature. Girl Scouts have plenty of opportunities to create their own outdoor adventures and develop a lifelong appreciation for nature and the outdoors—whether with her troop, at camp, or with friends and family.

When Girl Scouts get outside, they:

- ▶ Discover that they can better solve problems and overcome challenges
- ▶ Develop leadership skills, build social bonds, and are happier overall
- ▶ Become team players and care more about protecting our environment

\$1,295,776
was invested toward Her Vision of Tomorrow, GSWCF's long-range property plan for our four camps.

1,400
girls attended Girl Scout Summer Camp in 2019.

\$60,193
in financial aid fully or partially funded girls' dreams of attending summer camp.



45 troops or individuals symbolically adopted a horse at Camp Wildwood,

together raising **\$5,134**

to support expert animal care for the horses and equestrian programming.

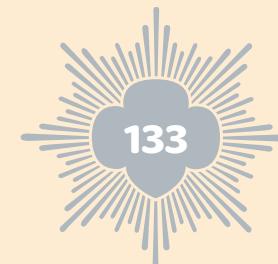


Highest Awards

Highest Awards represent the highest honors a Girl Scout can earn and recognize the ways girls go above and beyond to make a difference in their communities and the greater world. In 2018-19, 507 Girl Scouts in west central Florida earned their Bronze, Silver or Gold Award.



girls earned the Girl Scout Bronze Award.



girls earned the Girl Scout Silver Award.



girls earned the Girl Scout Gold Award.

Girl Scout Gold Award Spotlight Allora D., Girl Scout Ambassador

Inspired to enhance the lives of Alzheimer's and dementia patients after seeing how these diseases affected her great grandmother, Gold Award Girl Scout Allora D. embarked on the Alzheimer's Purple Project—an effort to make the lives of memory care patients and their caregivers easier, while promoting awareness of Alzheimer's and dementia.

Allora researched memory loss diseases and partnered with a local memory care facility to learn more about their real-life effects. She learned that patients typically lose dexterity in multiple fingers on their hands, and that music and art play a role in memory retention.

To help patients feel more comfortable in their homes, Allora created her own fidget mats—an activity mat that soothes the agitated fidgeting patients experience. To increase the project's reach and sustainability, she distributed pamphlets on how to create your own fidget mat.

Allora also worked directly with patients at the memory care facility. She learned that they had a positive response to hearing recognizable music, so she learned classic songs and performed for patients with her music group.

Allora also created a Memory Tree Mural, a piece of permanent artwork at the facility featuring photos of each patient, giving them peace of mind that they are in a safe space.

Allora expanded her project outside of the local facility by creating pamphlets and participating in the Dementia Convention in Beverly Hills.

The Alzheimer's Family Organization plans to continue to distribute Allora's pamphlets to spread awareness and keep her project alive.



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We have reviewed all gifts to ensure that each contributor is properly recognized. To have your name listed differently in the future, please email customerconnections@gswcf.org.



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List reflects donations received from Oct. 1, 2018-Sept. 30, 2019

The Juliette Gordon Low Society

It took one visionary woman to create Girl Scouts; it takes thousands of believers to carry it forward.



The Juliette Gordon Low Society was established to honor individuals who have included Girl Scouts of West Central Florida in their estate plan. It is comprised of a diverse group of donors across a wide range of ages and income levels who have one common connection—a desire to ensure that Girl Scouting makes a strong and vital impact for years to come.

Everyone has the opportunity to include Girl Scouts of West Central Florida in their estate plans and make a big impact. You can include a gift in your will or trust, name us as a beneficiary of a life insurance policy or retirement accounts, or provide lifetime income for yourself and others through a charitable trust or charitable gift annuity.

If you would like to learn how you can become a member of the Juliette Gordon Low Society, please contact Jimmy Barringer, Chief Marketing Officer at 813-262-1799 or jbarringer@gswcf.org. If you have already made a commitment, we hope you will consider letting us know about this powerful gesture so that we can thank you for your dedication to our mission and welcome you as our newest member of the prestigious Juliette Gordon Low Society.



Thank you to our Daisy's Circle Members



Daisy's Circle

Bring her promise to life

Named after Girl Scout founder Juliette "Daisy" Gordon Low, Daisy's Circle is Girl Scouts of West Central Florida's monthly giving program designed to cultivate philanthropy among friends, members, and volunteers of Girl Scouts. Funds raised through Daisy's Circle provide financial assistance for girls and volunteers, support Rising Diamonds outreach programs, and so much more.

**\$25/
MONTH**

gives 12 girls a Girl Scout membership for one year.

**\$35/
MONTH**

affords one Girl Scout in need an entire week of adventure at summer camp.

**\$50/
MONTH**

provides a college scholarship for a Gold Award Girl Scout.

To join Daisy's Circle visit gswcf.org/daisycircle



Daisy's Circle members receive an exclusive Daisy's Circle email newsletter, a unique Daisy's Circle pin, as well as other special incentives.

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List reflects donations received from Oct. 1, 2018–Sept. 30, 2019.

We have reviewed all gifts to ensure that each contributor is properly recognized. To have your name listed differently in the future, please email customerconnections@gswcf.org.

2019 Annual Report

Girl Scouts of West Central Florida

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Girl Scout Promise

On my honor, I will try:
To serve God and my country,
To help people at all times,
And to live by the Girl Scout Law.

Girl Scout Law

*I will do my best to be
honest and fair,
friendly and helpful,
considerate and caring,
courageous and strong, and
responsible for what I say and do,
and to
respect myself and others,
respect authority,
use resources wisely,
make the world a better place, and
be a sister to every Girl Scout.*

